

**Amendments to the Specification:**

Please replace the Abstract with the following amended Abstract:

A method and a system for transmitting informational content data to a plurality of terminals is provided, in which informational content data and informational description data are provided in a memory of at least one information provider station the informational content data and the informational description data are loaded into a memory of a central informational transmission station, an informational content data block is generated based on the loaded informational content data and an informational description data block based on the loaded informational description data in the central information transmission station, the informational content data block and the informational data description block are linked to a data transmission block, and the data transmission block is transmitted from the central information transmission station to a plurality of terminals.

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